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Sports & Entertainment Beat

The Business of Summer: Shaq Settles, Lakers Flip & Joey's Redemption Trip

06.20.25

Welcome back to the Spotlight! Allow me to be among the first to welcome you to the official start of Summer and to ask that you turn up your air conditioning. Like clockwork, the temperatures outside are running up toward the triple digits for much of the country as fast as the sweat is dripping down. The infernal weather is a nice complement to the unrelenting feeling about the world going to H-E-double hockey sticks in a handbasket. Yes (with apologies to Gershwin), it's summertime and the livin' is most certainly not easy. But that's no matter here at the Spotlight, where the tears of a clown flow free, and we make (with apologies to lemons) lemonade.

- One year removed from having been removed from eligibility for the annual Nathan's Fourth of July Hot Dog Eating Competition at Coney Island for having endorsed plant-based hot dogs, Joey Chestnut is now slated to compete at this year's competition. See folks?! Maybe the world is healing itself after all...
- Founder and CEO of TWG Global and Guggenheim Capital and owner of the Los Angeles Dodgers, Mark Walter skipped shopping at Rodeo Drive and decided to buy majority ownership in the Los Angeles Lakers, placing the NBA franchise's valuation at $10 billion. To recap: Founder, Owner. Dodger. Walter. Laker. Spender.
- Speaking of the LA Lakers, Basketball Hall of Famer Shaquille O'Neal settled a lawsuit related to his endorsement of the FTX crypto platform for $1.8 million. One big check from one big man.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on LinkedIn.

Endorsement Deals, Sponsorships & Investments

LOVB Announces Spurs Sports & Entertainment, G9 Ventures and Bolt Ventures as Ownership Group for its Pro Team in Austin
June 18, 2025 via lovb.com

Lakers to Be Sold to Dodgers Owner Walter at Record $10B Valuation
June 18, 2025 via Sportico

Celebrities Lend Star Power to Bakery and Snack Launches
June 17, 2025 via Snack & Bakery

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Dollar General Debuts Celebrity Brands
June 13, 2025 via Drug Store News

Shaquille O'Neal to Pay $1.8 Million to Settle FTX Class Action Lawsuit
June 13, 2025 via MyNorthwest.com

Private Equity Has Arrived in College Sports
June 9, 2025 via Front Office Sports

Sports

FanDuel Sports Network Reportedly Looking to Add Teams Back that Left RSN
June 19, 2025 via Awful Announcing

Stanley Cup Final Viewership Finishes on Low Note for TNT
June 19, 2025 via Awful Announcing

Joey Chestnut, Barred Last July, Returns to Nathan's Hot Dog Eating Contest
June 18, 2025 via Spokesman

NBA Finals Game 5 Viewership Falls Short of 10 Million, Continues Weak Trend
June 18, 2025 via Awful Announcing

'I'm Betting on Myself.' Why RJ Luis Gave Up Millions to Enter the NBA Draft
June 17, 2025 via TIME

Why Female Athletes are Challenging the NCAA's $2.8bn Settlement
June 14, 2025 via The Guardian UK

The WNBA's New Initiative and Marketing Efforts Look to 'Line Up' More Support for the League
June 13, 2025 via Campaign Live

Music Biz

Music Streaming Service Deezer Adds AI Song Tags in Fight Against Fraud
June 20, 2025 via ABC News

Mother Nature Became a Music Artist on Spotify-and Won Cannes Innovation Grand Prix
June 19, 2025 via AdWeek

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Napster, Sonos Sued for $3.4M in Unpaid Music Royalties
June 19, 2025 via Web Prone News

Trump Grants Third TikTok Extension as US Sale Talks Stall
June 18, 2025 via Music Business Worldwide

NCAA Launches 'March Mania' Trademark Battle Against Marines
June 13, 2025 via Sportico

Film & TV

'Call Her Daddy' Podcaster Alex Cooper Says Her Unwell Banner has 'Multiple Scripts' Headed for Film and TV at Cannes Lions 2025
June 19, 2025 via New York Post

Eva Longoria's Hyphenate Media Acquires Equity In iHeart's My Cultura Podcast Network
June 17, 2025 via Inside Radio

Casual Dining Brands Shift Their Marketing Focus Back to TV
June 17, 2025 via Nation's Restaurant News

A New Studio Bets That It Can Level Up Creators and Independent Filmmakers
June 17, 2025 via HollywoodReporter

Next Is Now Gives Women's Basketball Docuseries a Date and Brand Backers
June 16, 2025 via AdWeek

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